

increase member profitability

ENHANCE RELATIONSHIPS WITH WEBER MATRIX MAIL

Increasing product usage among current members has become more important than ever for credit unions. Studies show that the more products members have with you, the more likely they are to stay.¹

GROW YOUR BUSINESS THROUGH TARGETED MESSAGING

The most effective way to increase product sales is to target those who are most likely to buy — your current members.

HERE'S HOW IT WORKS

Your member database is a gold mine of information. Let Weber Matrix Mail save you money by extracting that information and analyzing the data to create an impactful strategy for you.

HERE IS WHAT WE WILL DO FOR YOU:

- Distill your database into a useful marketing tool
- Develop a tactical plan that will help deepen and retain member relationships that are more profitable with higher deposit balances, loan and deposit run off prevention, activation of key products and cross-selling valuable products and services
- Create product messaging and offer development by audience

Weber Matrix Mail helps you at every level of program fulfillment, from understanding your member data to delivering a powerful product offer right to their doorstep. And best of all, we provide measurable results and reports to demonstrate your program's success.

The response rate for Matrix Mail is typically three times greater than traditional direct mail.

WE MAKE IT EASY

You just give us the green light and we take care of the rest. Call us today!



USA Federal Credit Union matrix mail has helped increase their 2008 checking account acquisition by 670% from the previous year!

¹ CUNA Marketing and Business Development Council, *The Relationship Pricing Conundrum*, April 4, 2008



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